APPLE'S TENTH ANNIVERSARY

Apple Computer Ten-Year Time Line

1976

January	•	Steve Wozniak (26) is working at Hewlett-Packard and Steve Jobs (21) is at Atari.	Corporate
March	•	Wozniak and Jobs finish work on a pre-assembled computer circuit board. It has no keyboard, case, sound or graphics. They call it the Apple I.	Product
April	•	Wozniak and Jobs form the Apple Computer Company on April Fool's Day.	Corporate
	•	The Apple I debuts at the Homebrew Computer Club in Palo Alto, CA.	Product
May	•	Jobs sells his VW van and Wozniak sells his Hewlett-Packard programmable calculator, raising $1,350 to finance production of the Apple I boards.	Corporate
	•	The Byte Shop computer store orders 50 Apple I boards. Jobs leverages the order to get credit so they can build the machines in Jobs' parents' garage.	Corporate
June	•	Apple retains Regis McKenna Advertising to represent Apple Computer.	Marketing
July	•	The Apple I board is released for sale to hobbyists and electronics enthusiasts, at the price of $666.66.	Product
August	•	Jobs meets venture capitalist Don Valentine through Atari founder Nolan Bushnell. Valentine will refer Jobs to Mike Markkula, who had previously managed marketing for Intel Corp. and Fairchild Semiconductor.	Corporate
November	•	Apple's first formal business plan sets a goal for sales to grow to $500 million in ten years. As it turns out, the company will pass that mark in half the time.	Corporate
December	•	Apple I computer boards are now sold through 10 retail stores in the U.S.	Marketing

1977

January	•	Apple Computer is incorporated by Jobs, Wozniak and their new partner and chairman, Mike Markkula. In addition to plotting its marketing strategy, Markkula invests $250,000 in the fledgling enterprise. Additional financing will come later from a group of venture capitalists that include Venrock Associates, Arthur Rock and Associates and Capital Management Corp.	Corporate
	•	Apple moves from Jobs' garage to a building on Stevens Creek Blvd. in Cupertino, CA.	Corporate
February	•	Markkula asks Michael Scott to accept the position of Apple's president. Scott becomes the driving force behind Apple during its fastest growing years.	Corporate
April	•	The new Apple II is unveiled at the first West Coast Computer Faire. The first personal computer able to generate color graphics, it includes a keyboard, power supply and attractive case.	Product
	•	At the show Apple rents the largest booth and uses a large projection screen for demonstrations. Markkula walks the floor, signing up dealers.	Marketing
	•	The Apple logo as seen today is designed by Rob Janoff, art director for Regis McKenna Advertising.	
May	•	Regis McKenna Advertising launches its first ad campaign for Apple. Although advertising is initially aimed at electronics enthusiasts, Apple will soon become the first company to advertise personal computers in consumer magazines.	Marketing
June	•	The Apple II is now available to the general public. Fully assembled and pre-tested, it includes 4K of standard memory, and comes equipped with two game paddles and a demo cassette. The price is $1,298. Customers use their own TV set as a monitor and store programs on audio cassette recorders.	Product
	•	Monthly orders reach a $1 million annual sales rate. First Apple shipped to Europe through an independent distributor called Eurapple.	Marketing

1978

January	•	Apple moves into its new corporate headquarters at 10260 Bandley Drive in Cupertino. Over the years, a campus of Apple office buildings will spring up around it.	Corporate

March	•	Apple introduces various interface cards for connecting to most printers.	Product
June	•	Apple's Disk II is introduced at the Consumer Electronics Show. It is the easiest to use, lowest priced, and fastest minifloppy disk drive ever offered by a computer manufacturer. It will make possible the development of serious software. Production at first is handled by just two employees, turning out 30 drives a day.	Product
	•	Apple announces telephone linkup services to Dow Jones and Company for Apple II users.	Marketing
December	•	Just in its second year, Apple is one of the fastest growing companies in America. It's sales have increased tenfold, and its dealer network has grown to over 300.	Corporate

1979

February	•	President Mike Scott declares that Apple should set an example for businesses everywhere, and issues a company-wide mandate: "No more typewriters."	Marketing
June	•	Apple II+ is introduced, available with 48K of memory and a new auto-start ROM for easier startup and screen editing for $1,195.	Product
	•	Apple Education Foundation is founded. Its goal is to grant complete Apple systems to schools who wish to develop new classroom software and integrate computers into their curriculum.	Corporate
	•	Apple's first printer, the Silentype, is introduced.	Product
	•	Apple announces a nationwide repair program featuring same-day service.	Marketing
	•	The first Dealer Council convenes. Designed to get dealer input without breaking the FTC rules on competition, it will be widely copied by other manufacturers in the personal computer industry.	Marketing
August	•	Apple II Pascal is released.	Product
October	•	Personal Software Inc. releases VisiCalc for the Apple II. The spreadsheet is the first application to make personal computers a practical tool for people who don't know how to write their own programs.	Product
	•	The International Apple Core, an independent umbrella organization for user groups, is formed in San Francisco.	Marketing
December	•	Apple introduces a low cost, one-year extended warranty for all Apple hardware and software.	Marketing

	•	Apple II sales rate is at 35,000 units, up 400 percent from 1978. Apple now employs 250 people working out of four buildings.	

1980

March	•	Apple Fortran introduced. Proves to be a catalyst for high-level technical and educational applications.	Product
June	•	Regional support centers open in Boston, MA; Charlotte, NC; Irvine, CA; Carrollton, TX and Toronto, Canada.	Marketing
July	•	Apple facilities occupy more than half a million square feet of floor space in the U.S. and Europe.	Corporate
	•	Apple opens a manufacturing plant in Carrollton, TX.	Manufacturing
	•	Apple files industry's first lawsuit for copyright infringement, setting important precedents regarding the proprietary nature of computer code.	Corporate
September	•	Apple III announced at the National Computer Conference. With a new operating system, a built-in disk controller and four peripheral slots priced at $3,495, the Apple III is the most advanced system in the company's history.	Product
	•	Apple opens a plant in Cork, Ireland and a European support center in Zeist, The Netherlands.	Manufacturing
November	•	Apple II chosen as the network access machine for EDUNET an international computer network for higher education and research.	Product
December	•	Apple goes public. Morgan Stanley and Company and Hambrecht & Quist announce the initial public offering of 4.6 million shares of Apple common stock at a price of $22 per share. Every share is bought within minutes of the offering, making this the largest public offering since Ford went public in 1956. Apple's employee count breaks 1,000.	Corporate
	•	Apple Seed announced, a computer literacy program that will provide elementary and high schools with computer course materials.	Product
	•	Apple's distribution network is the largest in the industry--800 independent retailers in the U.S. and Canada, plus 1000 outlets abroad.	Marketing

1981

January	•	R&D budget jumps to $21 million, three times more than the year before.	Corporate

	•	Apple announces a Loan-To-Own program for employees. Each employee can borrow an Apple II+ to use at home. After one year, the computer becomes theirs to keep.	Corporate
February	•	Mike Scott authorizes the layoff of 40 employees in an effort to streamline Apple internal machinery.	Corporate
	•	Chiat/Day Advertising acquires the Apple account when it acquires Regis McKenna's advertising operations.	Marketing
	•	European headquarters open in Paris, France and Slough England.	Corporate
March	•	Top mangement restructured. Mike Markkula replaces Mike Scott as president; Steve Jobs succeeds Markkula as chairman; Scott named vice chairman.	Corporate
	•	Apple Expo '81 is launched -- the company's first national merchandising roadshow.	
April	•	Accessory Products Division formed to handle production of printers, modems and other peripherals.	Corporate
May	•	Apple Language Card introduced. It allows Apple II users to run programs in either Pascal, Fortran or Pilot.	Product
	•	IEEE-488 interface card announced. Apple IIs may now be linked to over 1,400 scientific and technical instruments.	Product
	•	Second offering of 2.6 million shares of common stock is completed.	Corporate
July	•	Apple begins to air commercials featuring Dick Cavett as spokesman.	Marketing
	•	Manufacturing plant opens in Singapore.	Manufacturing
August	•	International Business Machines introduces the IBM Personal Computer. Apple greets its new competitor with a full-page ad in the Wall Street Journal with a headline that reads,"Welcome IBM, Seriously."	Marketing
September	•	Apple's first mass storage system, the 5-megabyte ProFile hard disk is introduced, priced at $3,499.	Product
November	•	There are now about 3,000 Apple dealers worldwide, a third that which are authorized service centers.	Marketing
	•	First annual report notes that the Apple II installed base has grown to well over 300,000; that employees now number about 2,500; and that Apple has introduced over 40 new software programs this year.	Corporate
	•	Apple becomes a household name. Surveys show that public awareness rose from 10 percent to 80 percent in 1981.	Marketing

1982

January	•	R&D budget increases 81 percent over last year to $38 million.	Corporate
	•	More than 100 companies are making personal computers. Apple has an installed base of more than 650,000 units; 10,000 Apple software programs offered by more than 1,000 developers; 60 companies producing Apple II peripherals.	Product
July	•	Apple Dot Matrix printer introduced for $2,195.	Product
August	•	Apple announces that U.S. Customs agents will detain and seize all foreign imitations of the Apple II.	Corporate
November	•	A new extended warranty program is announced and dubbed AppleCare.	Marketing
	•	Applefest -- a showplace for more than 5,000 Apple-related products -- opens in San Francisco.	Marketing
December	•	Apple becomes the first personal computer company to reach $1 billion annual sales rate. It throws a "Billion Dollar Party" for employees.	Corporate
	•	Community Affairs office created to award grants to civic groups that deal with issues such as housing, drug abuse, the environment, employment, medical research, the arts, youth and the elderly.	Corporate
	•	Time magazine's "Man of the Year" issue is devoted to "The Year of the Computer."	Marketing

1983

January	•	Apple IIe computer priced at $1,395 and Lisa computer priced at $9,995 introduced as well as several new peripherals.	Product
	•	Apple's European offices and distributors stage major events in 12 cities to launch new products -- London, Paris, Zurich, Munich, Milan, Stockholm, Amsterdam, Helsinki, Brussels, Tel Aviv, Madrid and Dublin.	Marketing
February	•	Apple University founded to provide employee training programs.	Corporate
April	•	John Sculley, formerly president of Pepsi-Cola, elected Apple's new president and CEO.	Corporate
May	•	Apple enters the Fortune 500 at number 411 in under five years.	Corporate

	•	"Kids Can't Wait" program announced. Apple II computers will be given to about 10,000 California schools by September.	Corporate
June	•	The millionth Apple II rolls off the assembly line and is the first of the computers to be awarded in the "Kids Can't Wait" grant.	Corporate
July	•	Apple and General Electric Credit Corp. form the Apple Credit Plan. Customers who qualify are given a credit card to finance Apple purchases.	Marketing
September	•	EVA (Employee Volunteer Action) is created to match the skills of Apple employees with community needs.	Corporate
October	•	Certified/Registered Apple Developer Program created.	Marketing
November	•	AppleWorks, an integrated package containing word processing, spreadsheet, and database applications all in one, is introduced and will soon become the world's best selling software.	Product
December	•	Apple III+ computer announced and lists for $2,995.	Product
	•	ImageWriter printer introduced and lists for $675.	Product
	•	Apple sponsors a nationwide Computer Clubs competition for high school and K-12.	Marketing

1984

January	•	Apple landmark "1984" commercial which introduces the Macintosh personal computer airs during the SuperBowl broadcast. This is the only time Apple will run the spot, but over the following weeks it is replayed by dozens of news and talk shows, making "1984" one of the most memorable ads in TV history.	Marketing
	•	Macintosh unveiled at Apple's annual shareholders meeting to be sold for $2,495.	Product
	•	Apple inserts a 20-page ad for Macintosh in major magazines and sets new records for readership and recall scores.	
	•	Apple University Consortium announced. Twenty-four leading colleges and universities agree to conduct major development programs with the Macintosh, and commit $61 million in sales to the project over a three year period.	Marketing
	•	A new factory, designed and built for the production of Macintosh computers, is opened in Fremont, CA. The facility is one of the nation's most automated plants and uses many Japanese manufacturing methods: robotics, just-in-time materials delivery, a linear assembly line, and an improved quality of life for workers.	Manufacturing

	•	The 300- and 1200-baud Personal Modems are introduced at $299 and $495.	Product
April	•	Apple IIc, priced at $1,295, introduced at the company's "Apple II Forever" conference in San Francisco. two thousand dealers place orders on the spot for more than 52,000 units -- an industry record.	Product
	•	Development of the Apple III line is discontinued.	Product
	•	Scribe printer, priced at $299, is introduced.	Product
	•	National Accounts Program is announced focusing on large volume purchasers in the Fortune 1000.	Marketing
May	•	Apple severs its ties with domestic manufacturer representatives saying it will build its own sales force to service the dealer network.	Marketing
	•	Manufacturing facility in Cork, Ireland begins producing custom-language Macintosh computers for Germany, Italy and the United Kingdom.	Manufacturing
July	•	Apple's new 15,000 square foot plant in Mexico City begins production.	Manufacturing
	•	Apple is elected to the Consumers Digest Hall of Fame for responsiveness to consumer needs.	Marketing
August	•	Apple IIc receives the 1984 Industrial Design Excellence Award (IDEA) sponsored by the Industrial Designers Society of America.	Product
September	•	Macintosh 512K introduced at $3,195.	Product
October	•	Apple Corporate Grants department formed, encompassing Education Affairs and Employee Volunteer Action programs.	Corporate
November	•	Apple buys every advertising page in a special post-election issue of Newsweek. The issue's final, fold-out ad is used to launch "Test Drive a Macintosh" promotion. About 200,000 people take a Macintosh home for a free 24-hour trial. Advertising Age magazine names "Test Drive" one of the 10 best promotions of the year.	Marketing
	•	Two millionth Apple II sold.	Product

1985

January	•	Super Bowl XIX: Apple covers Stanford Stadium with Apple-embossed seat cushions. Also runs a controversial new commercial, titled, "Lemmings."	Marketing

	•	"The Macintosh Office" campaign is launched at the annual shareholders' meeting. Program stresses the significance of Apple's new LaserWriter printer priced at $6,999 and AppleTalk Personal Network priced at $50.00. Jobs introduces Apple's goal of connectivity to other personal computers and declares "detente with IBM."	Product
	•	Apple and Northern Telecom announce an agreement to network Macintosh computers over telephone lines of digital PBX switches.	Marketing
	•	Lisa officially renamed the Macintosh XL.	Product
	•	Apple shows up on magazines' best-of-lists for 1984: Sculley is named "Adman of the Year" by Advertising Age; Macintosh is named "Hardware Product of the Year" by Infoworld; and Jobs and Wozniak are named members of the "Best of the New Generation" by Esquire.	Corporate
	•	Best quarterly sales ever, but dealer inventories remain high after a disappointing holiday season. Amid the celebrations, John Sculley warns that the next few months will be "extremely challenging" for Apple.	Corporate
February	•	Jobs and Wozniak receive National Technology Medal from President Reagan at the White House.	Corporate
	•	Wozniak resigns to start a new company that will develop products in the home video area.	Corporate
March	•	Apple and 28 independent developers dominate an issue of the Wall Street Journal with ads promoting "The Macintosh Office."	Marketing
	•	Apple IIe computers are enhanced with four new higher-performance chips.	Marketing
	•	The company's employee count hits all-time high of 5,700.	Corporate
	•	Manufacturing plants close for one week due to excess inventory.	
April	•	Apple announces a computer training scholarship program for elementary and secondary school educators.	Marketing
	•	Over 400,000 Apple IIc computers have been sold in the first year of production.	Product
	•	Macintosh XL (formerly called Lisa) is dropped from Apple's product line.	Product
	•	ImageWriter II, HD-20 hard disk and Apple Personal Modem introduced.	Product
May	•	An agreement with Honeywell Inc. provides for all Apple direct sales accounts to have access to Honeywell's 250 service centers nationwide.	Marketing
June	•	Sculley announces a major reorganization. Operations are restructured along functional lines, not product lines. Manufacturing facilities are reduced from six to three plants. Work force reduced by 20% (1,200 employees).	Corporate

	•	Apple launches European University Consortium at Lund University in Sweden.	Marketing
	•	Because of the cost associated with the reorganization, the first quarterly loss in the company's history is reported.	
July	•	AppleLink telecommunications network goes into service, connecting Apple employees, dealers, suppliers, developers and vendors through electronic mail and information libraries.	Corporate
	•	Apple's Office of Special Education is created to identify the computer-related needs of disabled people and assist in the development of responsive programs.	Marketing
August	•	Apple takes a public stand against South African apartheid by discontinuing its selling activities in South Africa.	Corporate
	•	Apple's Placement Center -- created to find new jobs for employees laid off in the reorganization -- closes its doors, after successfully placing 90 percent of those who used its services.	Corporate
September	•	Steve Jobs resigns to start a new computer venture in the field of education.	Corporate
November	•	First Lady Nancy Reagan presents an Apple IIe to the College de Leman International in Versoix, Switzerland during the Reagan-Gorbacheve summit.	Corporate
	•	Signapore manufacturing plant receives its country's National Productivity Award.	Manufacturing
	•	Education Advisory Council founded -- an opportunity for leading educators to help guide Apple's products and programs for shcools.	Marketing
December	•	Apple buys 14 pages of advertising in USA Today, all of which focus on the Apple IIe and IIc.	Marketing

1986

January	•	Macintosh Plus and LaserWriter Plus unveiled at the AppleWorld Conference in San Francisco, priced at $2,599 and $6,798.	Product
	•	Apple announces it will build a network of specialty dealers to service the education market.	Marketing
	•	U.S. schools given the opportunity to trade in old Apple, IBM, Tandy and Commodore personal computers for credits on the purchase of new Apples.	Marketing

	•	Academic Courseware exchange founded. A joint effort of Apple and Kinko's graphics, the program will distribute low-priced, university-developed Macintosh software through Kinko's copy shops serving colleges and universities across the country.	Marketing
	•	Apple forms a support program to promote communication between the company and nearly 600 Apple user groups nationwide.	Marketing
February	•	Apple purchases a Cray X-MP/48 supercomputer, valued at about $15.5 million. The system will be used to simulate future hardware and software architectures and accelerate new product development.	Product
March	•	Apple Centres open throughout the United Kingdom -- stores dedicated exclusively to selling Apple desktop solutions.	Marketing
April	•	Macintosh 512K is replaced with an enhanced version, with more power and storage. The Macintosh 512K Enhanced sells for $1,999.	Product
	•	Educators are offered special rebates on computers for their personal use through a six month program called "An Apple for the Teacher."	Marketing
	•	Apple reduces number of authorized Apple dealers from 2,600 to 2,000.	Marketing
	•	Apple moves its advertising account from Chiat/Day to BBDO, which had previously handled the company's advertising abroad.	Marketing
	•	Apple introduces a KanjiTalk version of Macintosh.	Product
June	•	Collaborative effort is begun with the National Geographic Society and Lucasfilm Ltd. to explore the use of optical technologies (video and compact disk) in education.	Product
July	•	Apple conducts a series of Business Forums in 12 U.S. cities. Apple, its dealers, and several third-party vendors cooperate in presentations and demonstrations of specific desktop solutions.	Marketing
August	•	Apple Programmers and Developers Association formed.	Marketing
September	•	Apple IIGS, with enhanced graphics, sound and expanded memory, priced at $999, as well as an enhanced Apple IIc are introduced in Cupertino.	Product
	•	Apple stages Open House events in shopping malls across the country. Hands-on demonstrations of computers and software attract thousands of first time buyers.	Marketing
	•	Apple opens a sales office in Washington D.C. as part of a new marketing group that will focus on sales to the U.S. government at the federal, state and local levels.	Marketing

October	•	The press is invited to the Plaza Hotel in New York for a sneak preview of Apple's new TV commercials. Film critics Gene Siskel and Roger Ebert provide their own editorial reviews following the show.	Marketing
	•	Arabic Macintosh Plus introduced.	Product
December	•	Over 200,000 AppleTalk networks are now in place, making it one of the world's most preferred local area computer networks.	Product
	•	Apple now selling into more than 80 countries worldwide.	Marketing
	•	1986 Annual report describes a full recovery from the turbulant year before -- profits for the fiscal year close at record highs, 151% over the previous year; employment has nearly returned to pre-reorganization levels with about 5,500 employees worldwide; and the industry's highest sales to employee ratio.	Corporate

1987

January	•	Apple updates the IIe, priced at $829.	Product
	•	Apple donates $250,000 to Children's Discovery Museum of San Jose. The money will be used to support the "Around the World Travel" exhibit.	Corporate
	•	The new desktop communications products; the AppleShare file server software and AppleTalk PC Card are introduced. They are priced at $799 and $399.	Product
March	•	A new generation of the Macintosh family of personal computers is introduced at the AppleWorld Conference in Los Angeles. The Macintosh SE, an expandable Macintosh, is priced at $2,898 for a dual floppy configuration and $3,698 for the hard disk/ floppy model. The Macintosh II, with it's open-architecture, is priced at $3,898 for the basic system, including one MB of RAM and one 800 KB floppy disk drive; and $5,498 including one MB of RAM, one 800 KB floppy disk drive and one 40 MB internal SCSI hard disk drive.	Product
	•	Apple introduces the "Apple Unified School System" and Apple's Education Purchase Program (EPP) in a shared commitment with educators to integrate computers into the learning process.	Marketing
April	•	Apple declares its first quarterly cash dividend at $0.12 per share and announces a two-for-one share split.	Corporate
	•	The National Special Education Alliance (NSEA) is formed to promote awareness of computer use by disabled individuals.	Marketing
	•	Apple announces plans to create an independent software company.	Corporate

May	•	Ronald McDonald Children's Charities and Apple announce the joint funding of the installation of Macintosh personal computer systems in 100 Ronald McDonald houses across the United States.	Corporate
	•	Apple invests in Touch Communications, Inc.	Corporate
June	•	Scholastic Software and Apple honor the U.S. Constitution with a National Archives exhibit.	Marketing
August	•	Desktop Express, the first electronic mail and document delivery service that allows Apple Macintosh users to send and receive graphics and text over the MCI Mail network begins shipping.	Product
	•	Apple unveils a host of new products at MacWorld in Boston. New software products include the HyperCard personal kit and MultiFinder, the first multitasking operating system for Macintosh. Both packages are priced at $49. New hardware products include the ImageWriter LQ, priced at $1,399 and the AppleFax Modem, priced at $699.	Product
	•	FireLink, software designed specifically for fire service management, is announced by the International Association of Fire Chiefs (IAFC) and Apple.	Product
September	•	AppleFest is held in San Francisco to celebrate the Apple II family of computers.	Marketing
October	•	For the second year in a row a series of Apple Open House exhibits begin in shopping malls throughout the country.	Marketing
	•	USA for Africa/Hands Across America and Apple announce an electronic network for combating hunger and homelessness. The pilot project is to connect 50 organizations for the hungry and homeless throughout the state of California.	Corporate
	•	Apple donates $50,000 to this year's EDUCOM/NCRIPTAL Higher Education Software Awards Program.	Corporate

rev. 11/87